



A Great Photo Finish

A Digital Photo Store Helps a University Serve Its Constituents

William & Maureen Becker

As co-directors of the Washington and Lee University Store, we have always been on the lookout for new auxiliary services to achieve our primary mission: provide better service to our constituents. Once we achieve that mission, we look for ways to have the service accomplish our secondary mission: produce more revenue. The manner in which we provide university-related photos to our associates is no exception. When we first met with DigiPixArt, Inc. to discuss the implementation of a new online photo store for the university, we emphasized our primary mission by noting that parents, students, alumni and staff of the university are constantly seeking a way to have a photo of that special memory. Be it a picture of their son scoring the winning touchdown, their daughter performing on stage, or that once in a lifetime event – the awarding of the sheepskin diploma – there exists a large demand for an easy way to acquire that special photo. Like many universities, Washington and Lee has both an outstanding publications department and student papers which constantly photograph events on campus. But as we have discovered over the years, the challenge is creating a way for the University to provide photos to our broad range of constituents in a simple and effective manner. To our delight, we have found that DigiPixArt has resolved this challenge for us and consequently allowed us to meet our primary mission; in the process, they have also provided us with a solution that we believe will allow us to achieve our secondary mission.



...parents can now go to the Washington and Lee University PHOTO STORE site, select their picture, select their frame, and have it shipped directly to their home.

After working with DigiPixArt, we have been able to connect the University web site directly to the DigiPixArt site. Now, our constituents have found that their lasting memories are only a simple click away. With the introduction of the digital photo store on the university's web site, our parents, alumni, students or staff can simply go to the Washington and Lee University site and click "University Photo Store"... and they can access thousands and thousands of pictures. Once they select the picture(s) they desire, they simply click, and DigiPixArt bills them and ships the photo(s) directly to them.

An Additional Source of Revenue for a University

With the constant increase in the cost of education, Washington and Lee – like most universities – is seeking ways to earn revenues which in turn can be used to offset costs. As with many universities, all revenues from the Washington

and Lee University Store go back to the operating budget of the University. The revenues are used to fund tuitions, scholarships, faculty salaries, student organizations, and the operating costs of all departments on campus.

Working with DigiPixArt, Washington and Lee receives a monthly commission check, along with a sales report that details the source of the revenue. Through this report, they are able to delineate whether photos of football games produce more revenue than photos of basketball games, and so on. This is important, as we have found that these data allow us to determine which areas produce which revenues, allowing us to properly allocate the time of our photographers, and to work closely with each department on campus. Consequently, we are able to utilize our time and resources wisely, for the maximum benefit of our constituents.

As an additional service to our associates and as another source of additional revenue, Washington and Lee is now working with DigiPixArt to provide framed photos in addition to the photo only. For our Law School Commencement in May and the Undergraduate Commencement in June, parents can now go to the Washington and Lee University PHOTO STORE site, select their picture, select their frame, and have it shipped directly to their home.

We certainly know that there is work involved in coordinating photos on campus via a central source, but the smiles we see on the face of parents and the additional revenues to the University are rewarding. Washington and Lee, founded in 1749, is the 9th oldest university in America. We are proud of our traditions, and DigiPixArt is providing a seamless, easy way for us to celebrate the pride of association with Washington and Lee.

Washington & Lee's Choice

As is apparent, our society is in the midst of a communication revolution, and digital imaging techniques is part of all of our lives. With the combination of digital cameras that take superior-quality photos, the proliferation of broadband communications, and the improvement in high-capacity storage devices, digital pictures are the preferred way for saving today's memories.

In the midst of this revolution, we embarked on a search for a company that has technological Internet-friendly abilities, a quality photo lab, the physical plant to ship directly to its constituents, and the business plan to bill the constituents and deliver a commission to the University. Through this search, we discovered a company that suited our needs. Danny Chu combined his 20-plus years in Information Technology with his

photography business knowledge to create DigiPixArt. He attributes his company's success to this unique combination of skills. Chu says, "We fully recognize that an understanding of both IT and the photography business is a prerequisite to creating the quality products that we provide."

In April of 2007, after we visited DigiPixArt's facilities in Fairfax, Virginia, Washington and Lee contracted Chu to create the web site links in time for its Spring graduations, and the business plan began. We are now in the process of refining the various photo categories we load into the system. We are also beginning a more intense coordination effort with departments on campus, as well as an advertising campaign. But with this first year of the photo program, we are very pleased with the support and execution DigiPixArt has provided. Danny and his staff are professionals and have delivered what they promised.



"We fully recognize that an understanding of both IT and the photography business is a prerequisite to creating the quality products that we provide."

—Danny Chu

A SEAMLESS, EASY PROCESS: How DigiPixArt Works for Your Organization

Your Organization's Website

1

Once you sign up with DigiPixArt, your webmaster quickly plugs in the DigiPixArt online photo store.

Your Organization's Online Photo Store

powered by DigiPixArt's easy-to-install, online photo store plug-in

2

Visitors view, select and purchase prints and photo products securely via your organization's web site.

DigiPixArt Photo Lab

high quality products and excellent customer service

3

DigiPixArt's lab produces and fulfills orders, shipping directly to your customers.

Your Customers

parents, alumni, students and staff

4

Your customer receives their order. The positive experience reflects well on your organization.

Your Organization


the online photo store becomes a resource valued by constituents, the store's sales create ongoing revenue, which helps support your organization and its goals

It's Only Just Begun

Digital photography is certainly here to stay. And lately, it seems that you can't click a hyperlink without coming across a photo-related website. But what DigiPixArt has is unique: technology that allows you to create a photo store on your website: a site where you can offer a multitude of photo products to your constituents – your parents, your alumni, your students and staff. As we have discovered, that's a powerful service to your constituents and a revenue stream for your university. By integrating an online photo store into your website

How The Online Photo Store Works

DigiPixArt, Inc. has proven strengths in online retail, ordering fulfillment, image processing, and information technology. They have created a business resource that simplifies the end-to-end processing of digital images for several business sectors with a system providing a B2B vehicle that can be used by any entity that wishing to sell high-quality hardcopy prints and personalized photo products. This is done by seamlessly integrating online Photo Store into a business' website, which allows the business to retain its own brand and website appearance. Or a business can elect to use DigiPixArt's web services interface to send them requests for product generation. For more information, visit: www.digipixart.com, e-mail dchu@digipixart.com, or call 703-426-5100.

today, you lay the groundwork for a constant repeating revenue stream as the "special moments" on your campus repeat themselves each year. The online university photo store is a great additional source to celebrate the pride of association with the University. 



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